

1 HONORABLE RICHARD A. JONES
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UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON

9
10 ORGANO GOLD INT'L, INC., a Washington
corporation,

11 Plaintiff,

12 v.

13 LUIS VENTURA, an individual, LUZ
14 ANGELA VENTURA, an individual; and
L&A VENTURA MANAGEMENT, INC., a
Texas corporation,

15 Defendants.

16 NO. 2:16-CV-00487-RAJ

17 DECLARATION OF LAWRENCE B.
STEINBERG IN OPPOSITION TO
MOTION FOR TEMPORARY
RESTRANDING ORDER AND
PRELIMINARY INJUNCTION

I, Lawrence B. Steinberg, do say and declare:

1. I am an attorney at law, duly admitted to practice before all courts of the State of
California, and admitted *pro hac vice* in this court. I am a shareholder of the law firm of
Buchalter Nemer, one of the attorneys herein for defendant L&A VENTURA
MANAGEMENT, INC. ("defendant"). I have personal knowledge of the facts stated in this
declaration and, if called as a witness, could and would testify competently thereto.

2. On April 5, 2016, I sent a letter to Kevin Bay, counsel for plaintiff ORGANO
GOLD INT'L, INC. ("Organo"), regarding Organo's failure to comply with the requirement
contained in paragraph 21 of the "Independent Organo Gold Distributor Application and

26
DECLARATION OF LAWRENCE B. STEINBERG IN OPPOSITION
TO MOTION FOR TEMPORARY RESTRAINING ORDER AND
PRELIMINARY INJUNCTION - 1
(CASE NO. NO. 2:16-CV-00487-RAJ)

GARVEY SCHUBERT BARER
A PARTNERSHIP OF PROFESSIONAL CORPORATIONS
eightheenth floor
1191 second avenue
seattle, washington 98101-2939
206 464 3939

1 Agreement Terms and Conditions" (the "Application") which required Organo, before it
 2 initiated litigation, to attempt to resolve this dispute by participating in nonbinding mediation.
 3 In my letter, I demanded that the lawsuit (which had just been removed to federal court) be
 4 dismissed until such time as the parties have engaged in mediation, and until the condition
 5 precedent contained in the Application had been satisfied. A true and correct copy of my
 6 April 5, 2016 letter is attached hereto as Exhibit 6.

7 3. On April 6, 2016, I spoke by telephone with Organo's attorney, Kevin Bay.
 8 Among the topics discussed was my letter of the prior day and defendant's demand that the
 9 parties participate in the nonbinding mediation required by the Application. During this call,
 10 Mr. Bay advised me that he did not believe that the referenced contractual provision applied
 11 because the lawsuit was for injunctive relief, and he further advised me that Organo's current
 12 position was that mediation would be a waste of time and Organo would not dismiss the
 13 lawsuit. Mr. Bay did say he would think about this issue and discuss it with his client but, as of
 14 the date of this declaration, I have not heard any further from Mr. Bay on this subject.

15 4. After reviewing Organo's moving papers in support of its motion for temporary
 16 restraining order and preliminary injunction, I ascertained that one of the reasons why the
 17 Motion should not be granted pertained to Organo's contention that there were very few
 18 companies which manufactured and sold ganoderma-infused coffee, and to determine who, in
 19 fact, could be considered as competitors to Organo with respect to the sale of this category of
 20 product. In order to see whether this was, in fact, the case, on April 12, 2016, I spent
 21 approximately fifteen (15) minutes searching the Internet with the Google search engine, and
 22 looking on Amazon and eBay. In the course of this brief search, I quickly identified nine
 23 additional companies (besides Organo) that manufacture ganoderma-infused coffee and tea.
 24 These companies are listed in the footnote.¹ Additionally, on the website

25 ¹ (1) Gano Excel USA, Inc., (2) Healthy Java Shop, (3) Avarle, (4) Ganoderma Coffee (ganodermacoffee.com), (5)
 26 Longgreen Corp. (Reishi coffee), (6) Madre Labs, (7) Health King Enterprise and Balanceuticals Group, Inc.
 (manufactures Health King Herbal Tea Series), (8) Nevada Coffee & Tea Co. (nevadacoffee.com), and (9)
 GanoLife (GanoLife Black Coffee, GanoLife Latte, GanoLife Mocha, etc.).

DECLARATION OF LAWRENCE B. STEINBERG IN OPPOSITION
 TO MOTION FOR TEMPORARY RESTRAINING ORDER AND
 PRELIMINARY INJUNCTION - 2
 (CASE NO. NO. 2:16-CV-00487-RAJ)

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1 www.businessforhome.org, I located an article dated April 14, 2014 (attached hereto as
2 Exhibit 7) which lists ten multilevel marketing companies in the healthy coffee industry; it
3 appears from the article that at least five of these companies include ganoderma-infused coffee
4 among their products. Interestingly, Total Life Changes, LLC is not one of the companies
5 listed in this article as a company selling products in this market.

6 5. As part of my due diligence in preparation for this matter, I obtained a report
7 (the "PrivCo Report") pertaining to Organo from PrivCo, a research firm which specializes in
8 gathering information pertaining to privately held companies. The PrivCo Report contains a
9 section entitled "Charts, Financials, & Statistic" which lists certain information and financial
10 data regarding Organo, including, for three recent calendar years, the number of Organo
11 distributors. This report lists Organo as having 350,000 distributors during calendar year 2012,
12 the most recent year for which data is available. The PrivCo Report lists the source of this
13 information as being "Organo Gold Intl Financials 2012." A true and correct copy of an
14 excerpt of the PrivCo Report is attached hereto as Exhibit 8. The complete report is available,
15 and will be provided to the court upon request.

16 I declare under penalty of perjury under the laws of the United States that the foregoing
17 is true and correct.

18 Executed this 14th day of April, 2016 at Los Angeles, California.

BUCHALTER NEMER

By Lawrence Steinberg
Lawrence B. Steinberg, CSBA #101966
LSteinberg@buchalter.com
1000 Wilshire Boulevard, Suite 1500
Los Angeles, CA 90017-1730
Phone: (213) 891-0700
Attorney for defendant
L&A VENTURA MANAGEMENT, INC.

**DECLARATION OF LAWRENCE B. STEINBERG IN OPPOSITION
TO MOTION FOR TEMPORARY RESTRAINING ORDER AND
PRELIMINARY INJUNCTION - 3**
(CASE NO. NO. 2:16-CV-00487-RAJ)

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CERTIFICATE OF SERVICE

I, Greta Nelson, certify under penalty of perjury of the laws of the State of Washington that on April 14, 2016, I electronically filed the foregoing document with the Clerk of the Court using the CM/ECF system which will send notification of such filing to all associated counsel of record.

Kevin A. Bay

kbay@tousley.com
kstokes@tousley.com
efile@tousley.com

James M. Bulthuis

JBulthuis@Tousley.com

Michael S. Brunet

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Lawrence B. Steinberg

lsteinberg@buchalter.com
kbrandon@buchalter.com
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Brandon Q. Tran

btran@buchalter.com
kmills@buchalter.com

SIGNED this 14th day of April, 2016, at Seattle, Washington.

s/ Greta Nelson

Greta Nelson, Legal Assistant
GARVEY SCHUBERT BARER
1191 Second Avenue, 18th Floor
Seattle, WA 98101-2939
Phone: (206) 464-3939
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DECLARATION OF LAWRENCE B. STEINBERG IN OPPOSITION
TO MOTION FOR TEMPORARY RESTRAINING ORDER AND
PRELIMINARY INJUNCTION - 4
(CASE NO. NO. 2:16-CV-00487-RAJ)

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EXHIBIT 6



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TELEPHONE (213) 891-0700 / FAX (213) 896-0400

Client No. F1383.0002
Direct Dial Number: (310) 460-4481
Direct Facsimile Number: (310) 282-8213
E-Mail Address: *LSteinberg@buchalter.com*

April 5, 2016

VIA E-MAIL

Kevin A. Bay, Esq.
James Bulthuis, Esq.
Tousley Brain Stephens PLLC
1700 Seventh Avenue, Suite 2200
Seattle, WA 98101

Re: *Organo Gold Int'l, Inc. v. Luis Ventura, et al.*

Dear Mr. Bay and Mr. Bulthuis:

We are attorneys for Luis Ventura and L&A Ventura Management, Inc. ("L&A") (collectively, "defendants").

We are, of course, aware of the lawsuit which your client filed in Whatcom County Superior Court, and, as you have seen this afternoon, we have now removed the case to federal court (the "Lawsuit").

Without admitting that the documents attached to plaintiff's TRO papers are, in fact, binding on defendants, we do note the provision contained in paragraph 21 of the "Independent Organo Gold Distributor Application and Agreement Terms and Conditions" (the "Putative Agreement") pertaining to mediation:

"In the event of a dispute between an Independent Distributor and Organo Gold arising from or relating to the Agreement, or the rights and obligations of either party, the parties shall attempt in good faith to resolve the dispute through nonbinding mediation as more fully described in the Policies and Procedures. Organo Gold shall not be obligated to engage in mediation as a prerequisite to disciplinary action against an Independent Distributor. If the parties are unsuccessful in resolving their dispute through mediation, the dispute shall be settled totally and finally by arbitration as more fully described in the Policies and Procedures."

Kevin A. Bay, Esq.
James Bulthuis, Esq.
April 5, 2016
Page 2

It is clear from this provision that plaintiff was required, before it initiated litigation, to attempt, in good faith, to resolve its dispute with defendants by participating in nonbinding mediation. This plaintiff did not do.

Accordingly, plaintiff has failed to satisfy a *condition precedent* to initiating litigation, and the filing of the Lawsuit was premature and improper. *Absher Constr. Co. v. Kent Sch. Dist.* No. 415, 77 Wn.App. 137, 146, 890 P.2d 1071, 1075 (1995). See also, *Delamater v. Anytime Fitness, Inc.*, 722 F.Supp.2d 1168, 118-81 (E.D.Cal. 2010) (failure to mediate where contract makes mediation a condition precedent to filing lawsuit warrants dismissal); *Tombs v. Northwest Airlines*, 83 Wn.2d 157, 162 (1973) (where agreement provides for method of resolving disputes, that method must be pursued before either party can resort to the courts for relief).

Defendants hereby demand that the Lawsuit be dismissed until such time as the parties have engaged, in good faith, in mediation, and until the condition precedent contained in the Putative Agreement has been satisfied.

Without any admission as to any matter, defendants are prepared, as soon as the Lawsuit has been dismissed, to participate, in good faith, in nonbinding mediation as provided for in the Putative Agreement.

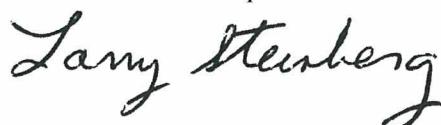
All of our client's rights are expressly reserved including, especially, all rights, claims and defenses pertaining to jurisdiction, service of process and the enforceability of the putative contractual documents.

Please contact the undersigned to discuss this matter further.

Thank you for your anticipated courtesy and cooperation.

Very truly yours,

BUCHALTER NEMER,
A Professional Corporation



Lawrence B. Steinberg

LBS:kb
20522850_1

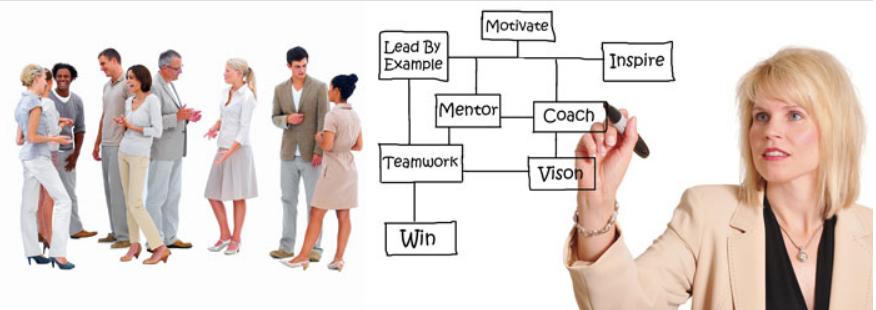
cc: Michael S. Brunet, Esq.

EXHIBIT 7

ERS/)

Business For Home

Direct Selling Facts and Figures & MLM News



Business For Home

Direct Selling Facts and Figures & MLM News

(<https://www.businessforhome.org/>)

Top Coffee Network Marketing And MLM Opportunities

by TED NUYTEN on APRIL 14, 2014 (2014-04-14)

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Coffee plants are cultivated in more

than 70 countries, primarily in equatorial Latin America, Southeast Asia, and Africa.

Once ripe, coffee "berries" are picked, processed and dried to yield the seeds inside. The seeds are then roasted to varying degrees, depending on the desired flavor, before being ground and brewed to create coffee.

According to the coffee industry:

Coffee is the second most consumed drink, only surpassed by water.

Coffee is the second most traded commodity, only surpassed by oil.

200 billion cups are consumed daily around the world.

As a MLM or Network Marketing opportunity a growing number of companies offer a business opportunity around (healthy) coffee. Below you find an overview, without any particular order 😊

Gano Excel (<http://www.ganoexcel.com/>)

Instant coffee with Hazelnut and Ganoderma Lucidum with a rich aroma and the flavour of fresh brewed coffee. It's a convenient "anytime" drink that is ready in seconds. Gano Excel is an internationally recognized and rapidly growing direct sales company that established operations in 1995.

Featuring the world's largest 100% organic ganoderma lucidum (reishi) plantation, an internationally recognized Good Manufacturing Practices (GMP) factory, and an effective direct selling network in over 68 countries, Gano Excel is the leading company in research, cultivation, and production of innovative world-class ganoderma lucidum nutritional products, beverages, and personal care products.

Javita (<http://www.javita.com>)

Based in Boca Raton, Florida, Javita is a debt-free company started by a group of successful business people who love coffee and believe in the direct-selling method of distribution. Combined, the Javita team has more than a century's worth of industry experience and they have built successful companies in the U.S. and abroad. Javita was created to provide a long-term "home" for people interested in a part-time or full-time business opportunity.

Sisel International (<http://www.siselinternational.com>)

Case 2:16-cv-00487-RAJ Document 18 Filed 04/14/16 Page 11 of 23
Sisel Kaffé combines its famous black coffee, made from delicious Panama Boquete Gesha Coffee Beans and four health promoting supplements, with a blend of four core weight loss support ingredients and seven thermogenic fat burning ingredients to support your weight loss goals. With Weight Loss Kaffé, you get the award winning taste of Panama coffee and the weight loss support you need to help you achieve your goals in a delicious way.

Organo Gold (<http://www.organogold.com>)

Organo Gold is a global Network Marketing company on a mission to spread knowledge of Ganoderma to the entire world. The company's primary products are premium coffees, teas and cocoa enhanced with renowned Chinese herbal powders such as Ganoderma and Panax Ginseng.

SereniGy (<http://www.serenigy.com/>)

SereniGy utilizes 100% Arabica Bean Coffee grown at high altitude for higher ph value. Green beans are imported to USA for a small batch, slow roast proprietary roasting. Health component of the 100% Certified Organic Reishi mushroom is processed using nano-technology making nutrient component up to 98% immediately absorbable at ingestion.

Sozo Global (<http://www.sozoglobal.com>)

As a Multi-Level Marketing business headquartered in Austin, Texas, Sozo is dedicated to providing a once in a lifetime opportunity to their distributors. Sozo offers healthy products and a chance to run your own business at the pace that you choose. In the case of SOZO Select, we have added an extract that comes from the coffee fruit itself, which no other coffee company offers. This coffee fruit extract is known as CoffeeBerry®, and it provides an abundance of poly-phenols and phenolic acid that cannot be matched by any other plant.

JavaFit (<http://www.youngevity.net/category/javafit.html>)

JavaFit Gourmet Coffee features a blend of 100% premium Arabica coffee from the finest regions of Latin America. The freshly roasted beans in each unique blend are carefully chosen by our experienced staff to create a delicious, full-bodied flavor and irresistible aroma. Many of our consistently rich, gourmet coffees are packed with vitamins, minerals and supplements to support a healthy lifestyle.

DXN (<http://www.dxn2u.com>)

The core business activities of DXN include cultivation, manufacturing and marketing of the health food supplements. Based in Malaysia with worldwide operation, the company is well-known for its Ganoderma business. DXN was founded by Dato' Dr. Lim Siow Jin, a graduate from the prestigious Indian Institute of Technology. Dato' Dr. Lim started the business in quest of the benefits of mushroom on human health.

GanoLife International (<http://www.ganolife.com>)

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All of the products are infused with Ganoderma lucidum in its most powerful form, a raw, whole food. This form provides 100% of the power of Ganoderma without losing any of its benefits. From a wide selection of coffeehouse beverages to top quality personal care items, there is truly something for everyone at GanoLife.

Healthy Habits Global (<http://www.healthyhabitsglobal.com/>)

Healthy Habits coffee is enriched with Reishi (Ganoderma Lucidum), one the most versatile all natural herbs know to man. Every great tasting cup has 154 antioxidants and 200 phytonutrients that promote the body's ability to function in an optimal state.

EXHIBIT 8

Organo Gold Int'l, Inc.

Created April 11, 2016

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit:
www.privco.com/private-company/organo-gold

PrivCo

Private
Company
Financial
Report

Organo Gold Int'l, Inc.

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit:
www.privco.com/private-company/organo-gold

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Organo Gold Int'l, Inc.

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www.privco.com/private-company/organo-gold

BUSINESS SUMMARY

Organo Gold is a privately-held company that specializes in a line of beverages supplemented with the spores of Ganoderma Lucidum, as well as a line of nutraceuticals. The company focuses on spreading the health benefits of Ganoderma by combining them with commonly-consumed tea, coffee, and chocolate drinks. Organo Gold was founded in 2008 by Bernardo Chua and has two headquarters: one in Ferndale, Washington, and the other in Richmond, British Columbia.

Organo Gold Int'l, Inc.

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit: www.privco.com/private-company/organo-gold

COMPANY OVERVIEW

Year Founded:	2008	Corporate Organization	
Formerly Named:	Organo Gold International	Founders:	Bernardo Chua
Fiscal Year End:	12/31		
1YR Revenue Growth Rate:	-0.5%		
3YR Revenue Growth Rate	12.6%		
(CAGR):			
1YR Employee Growth Rate:	10%		
3YR Employee Growth Rate	18.2%		
(CAGR):			
City:	Richmond		
State/Province:	British Columbia		
Postal Code:	V7A 4V5		
Country:	Canada		
Phone:	604-638-6840		
Website:	www.organogold.com		
Twitter:	http://www.twitter.com/OrganoGold		
Facebook:	http://www.facebook.com/organogold		

Organo Gold Int'l, Inc.

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit:
www.privco.com/private-company/organo-gold

INDUSTRY INFORMATION

Industry Codes

PICS™:	12003™ , 400404™ , 400405™ , 400499™
NAICS:	44, 445, 45, 4543, 5322
SIC:	208, 59, 5963

PrivCo Industries (Sector > Industry > Sub-Industry)

[Retail](#) > [Direct Sales](#)
[Consumer Products](#) > [Beverages](#) > [Enhanced Beverages](#)
[Consumer Products](#) > [Beverages](#) > [Fruit & Vegetable Juices](#)
[Consumer Products](#) > [Beverages](#) > [Other Beverages](#)

The PrivCo Industry Classification System™ (PICS) is our proprietary, modernized industry classification system, geared especially toward privately-held companies and including newer emerging sub-industries that are not reflected in other outdated industry classification systems, such as SIC and NAICS.

COMPETITORS & COMPARABLES

Competitors

Folgers

[Kicking Horse Coffee Co. Ltd.](#)

Maxwell House

[Starbucks Corporation](#)

Organo Gold Int'l, Inc.

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CHARTS, FINANCIALS, & STATISTICS

Organo Gold Int'l Income Statement	Organo Gold Int'l Financials 2014	Organo Gold Int'l Financials 2013	Organo Gold Int'l Financials 2012	Organo Gold Int'l Financials 2011	Organo Gold Int'l Financials 2010	Organo Gold Int'l Financials 2009	Organo Gold Int'l Financials 2008
Revenues	\$214.00 MM	\$215.00 MM	\$271.00 MM	\$150.00 MM	\$60.00 MM	\$15.00 MM	\$1.00 MM
Organo Gold Int'l Employee Figures	Organo Gold Int'l Employee Figures 2014	Organo Gold Int'l Employee Figures 2013	Organo Gold Int'l Employee Figures 2012	Organo Gold Int'l Employee Figures 2011	Organo Gold Int'l Employee Figures 2010	Organo Gold Int'l Employee Figures 2009	Organo Gold Int'l Employee Figures 2008
Total Employees	1,650	1,500	1,500	1,200	1,000		
Productivity (Revenue/Employee)		\$130,303	\$180,667	\$125,000	\$60,000		
Organo Gold Int'l Miscellaneous Statistics	Organo Gold Int'l Financials 2014	Organo Gold Int'l Financials 2013	Organo Gold Int'l Financials 2012	Organo Gold Int'l Financials 2011	Organo Gold Int'l Financials 2010	Organo Gold Int'l Financials 2009	Organo Gold Int'l Financials 2008
Distributors			350,000	175,000	60,000		

Financial Notes:

* Organo Gold Int'l, Inc. fiscal year end: 12/31

Organo Gold Int'l, Inc.

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DETAILED BUSINESS DESCRIPTION

Organo Gold, Inc. Business Model

Organo Gold, Inc. is a privately-held company that focuses on selling a line of beverages supplemented with the mushroom Ganoderma Lucidum. Organo Gold, Inc.'s products include both nutraceuticals and common drinks such as coffee, tea, and hot chocolate. Organo Gold was founded in 2008 by Bernardo Chua and is based in Ferndale, Washington and Richmond, British Columbia.

Products

Organo Gold markets a brand of beverages supplemented with the spores of Ganoderma Lucidum, as well as a line of nutraceuticals. All products are claimed to be 100% organic, with the capacity to enhance life and vitality. The company's portfolio of beverages include hot chocolate, tea, and multiple types of coffee, such as black, latte, and mocha. Organo Gold Nutraceuticals are supplements that contain three Ganoderma-derived products: spores, mycelium, and the Ganoderma mushroom itself, all in capsule form. This line also contains a grape-seed oil extract.

Organo Gold, Inc. Revenue

Organo Gold does not offer its products through retail stores or coffeehouses. Instead, individual distributors purchase products from the Organo Gold company wholesale. These representatives are responsible for selling the products by their own efforts and earn a 50 percent commission on sales. Organo Gold uses multilevel marketing, in which individuals promote and sell the company's products on a recurring basis. Distributors, sales teams, and the company all share profits as part of the Organo's "domino effect" system. Representatives are encouraged, but not required, to place bulk orders.

Under company rules, representatives are required to sell products for at least a 50% markup over wholesale prices. The basic starting level for a prospective representative seeking to join Organo Gold will cost \$49, and includes a business kit, product samples, one year's access to the online back-office, and a "replicating" website. A variety of other promotional packages can be bought to supplement the starter kit including the Bronze Beverage Pack (\$150), OG Bronze Supplement Pack (\$150), Silver Pack (\$450), and Gold Pack (\$1,245.00). There are also bonuses paid to representatives that purchase the supplemental starter packs.

Recent Developments

Organo Gold is planning to expand internationally, and is focused on opening new locations in the US, Canada, Europe, Brazil, Ecuador, Chili, Taiwan, Philippines, Malaysia, Mexico, Jamaica, Peru, Dominican Republic, and Japan.

Organo Gold Int'l, Inc.

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit: www.privco.com/private-company/organo-gold

Nearly all people drink coffee, tea, or hot chocolate, and most people use some form of skin care. The company's primary business model is selling specialized and gourmet products infused with health-enhancing organic substance. Although it is a recent startup, the company is not in debt, and monthly sales have hovered around the one million dollar mark.

Organo Gold Int'l, Inc.

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Private Companies

Investors

VC Fundings

Private Equity Deals

M&A Deals

PrivCo is the premier source for business and financial research on major, non-publicly traded corporations, including family owned, private equity owned, venture backed, and international unlisted companies. [Click here to learn more about the PrivCo Platform.](#)

PrivCo's Private Company Reports include:

- Financials & Statistics: Annual Revenues, Employee Counts, Productivity Charts (Excel-ready!)
- Detailed Funding and VC Investment Activity with Funding Round breakdowns, deal terms, and analysis
- Detailed M&A deal data with FULL deal reports including multiples, deal advisors, and more
- Detailed Business Descriptions including key products and services, brands, major milestones, business strategy, and business model analysis
- Competitors and Private and Public Company Comparables (assist in competitive analysis and company valuations)
- Public/Private History (PPH) tables that map go private/go public activity like Leveraged Buyouts and IPO attempts
- Bankruptcy & Restructuring tables with detailed notes and filing-accurate information

There are over 150,000 firms in the U.S. that generate over \$10 million in annual revenues yet traditional business media focuses almost exclusively on the same 15,000 publicly traded companies. By combining the very best financial analysis, editorial quality review, market research, and our proprietary data technology, PrivCo is dedicated to producing intelligent, in-depth business and financial research on the other 90% of major corporations.

Organo Gold Int'l, Inc.

To ensure that you're viewing PrivCo's complete and most up-to-date information on Organo Gold Int'l, Inc., please visit: www.privco.com/private-company/organo-gold

PrivCo Private Company Financial Report

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